

3 a storage device having stored therein a plurality of executable instructions that
4 implements an information server for receiving [a] a uniform resource locator (URL)
5 [including] consisting of a server name immediately followed by an identifier interpreted as a
6 real estate identifier identifying [an information page associated with] a real estate, and in
7 response, determining if [the identified real estate] an information page associated with the
8 identified real estate exists, constructing and issuing one or more queries including the real
9 estate identifier to retrieve information corresponding to the identified real estate and
10 dynamically generating instructions to create the [identified real estate] associated
11 information page for the identified real estate for provisioning to a client if the [identified real
12 estate] associated information page is determined to [be] not exist for the identified real
13 estate; and
14 a processor coupled to the storage device to execute the stored instructions.

1 2. (Thrice Amended) The apparatus of claim 1, wherein if the [identified real estate]
2 associated information page for the identified real estate is determined[s] to exist, the
3 information server provisions the [identified real estate] associated information page for the
4 identified real estate to the client.

1 3. Previously Cancelled.

1 4. (Remain unchanged, Once Amended Before) The apparatus of claim 1, wherein the real
2 estate identifier is a multiple listing service (MLS) identifier.

1 5. Previously Cancelled.

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03689.P001

1 6. Previously Cancelled.

1 41. (Thrice Amended) The apparatus of claim 1, wherein [the] the real estate identifier has a
2 marketing code appended thereto, identifying a marketing source.

1 8. Previously Cancelled

1 9. (Unchanged, Once Amended Before) The apparatus of claim 7, wherein the information
2 server further includes a statistics function to compile and maintain statistics using the
3 marketing code appended to the real estate identifier of the received URL.

1 10. (Unchanged, Once Amended Before) The apparatus of claim 9, wherein the information
2 server further includes a report function, which periodically compiles and generates a
3 marketing report based, at least in part, on the compiled marketing statistics.

1 11. (Unchanged, Once Amended Before) The apparatus of claim 9, wherein the information
2 server further includes a report function, which compiles and generates, on demand, a
3 marketing report based, at least in part, on the compiled marketing statistics.

1 42. (Thrice Amended) A method for provisioning real estate information pages, the method
2 comprising:
3 receiving from a client a uniform resource locator (URL) [including] consisting of a
4 server name immediately followed by an identifier interpreted as a real estate identifier
5 identifying [an information page associated with] a real estate;

6 determining whether an information page associated with the identified real estate
7 [information page] exists; and
8 constructing and issuing one or more queries including the real estate identifier to
9 retrieve information corresponding to the identified real estate, and dynamically generating
10 instructions to create the [real estate] associated information page if the [real estate]
11 associated information page for the identified real estate is determined to [be] not exist.

1 13. Previously Cancelled.

1 14. (Unchanged, Once Amended Before) The method of claim 12, wherein the real estate
2 identifier is a multiple listing service (MLS) identifier.

1 15. (Twice Amended) The method of claim 12, further comprising provisioning the
2 [identified real estate] associated information page for the identified real estate to the client if
3 the [identified real estate] associated information page for the identified real estate is
4 determined to exist.

1 16. Previously Cancelled.

1 17. Previously Cancelled.

1 18. (Unchanged, Twice Amended Before) The method of claim 12, wherein the real estate
2 identifier has a marketing code appended thereto, identifying a marketing source.

1 19. (Twice Amended) The method of claim 18, further comprising:
2 compiling and maintaining a history of received marketing codes; and

3 calculating [statistical] statistics for the received marketing codes.

1 20. (Twice Amended) The method of claim 19, further comprising periodically compiling
2 and generating a statistical report depicting marketing effectiveness, based at least in part, on
3 the calculated [statistical] statistics of the received marketing codes.

1 21. (Thrice Amended) An article of manufacture comprising:
2 a recordable medium having recorded thereon a plurality of machine executable
3 instructions implementing an information server having a plurality of functions for
4 provisioning real estate information pages, the functions including a function to receive a
5 uniform resource locator [having] consisting of a server name immediately followed by an
6 identifier interpreted as a real estate identifier identifying [an information page associated
7 with] a real estate, determining if [the real estate] an associated information page of the
8 identified real estate exists, constructing and issuing queries to retrieve information
9 associated with the identified real estate and to dynamically generate instructions to create the
10 [identified real estate] associated information page for the identified real estate for
11 provisioning to a client if the [real estate] associated information page for the identified real
12 estate is determined to [be] not exist.

1 22. (Thrice Amended) The article of claim 21, wherein the function provisions the [real
2 estate] associated information page for the identified real estate to the client if the [real
3 estate] associated information page for the identified real estate is determined to exist.

1 23. Previously Cancelled.

1 24. (Unchanged, Twice Amended Before) The article of claim 21, wherein the real estate
2 identifier has a market code appended thereto identifying a marketing source.

1 25. (Unchanged, Once Amended) The article of claim 21, wherein the information server
2 includes a function to identify, compile and maintain a statistical history of marketing codes
3 received in information page requests.

1 26. (Unchanged, Once Amended) The article of claim 25, wherein the information server
2 includes a report generation function which generates a report including the compiled
3 statistical history.